

WHAT IS WRONG WITH PRESENTATIONS?

The reason for presenting is to change people's minds.

How Stereolize creates powerful and meaningful visual stories for today's brands.



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Did you ever feel that tools like PowerPoint or Keynote have reached their creative limit, falling behind users' expectations?

A company runs a presentation wanting to drive **decisions and outcomes**. A recent study, though, shows that the most excellent business presentations are never seen in public because they are about addressing confidential problems that need to involve executive management.

Isn't that strange?

Why would you run a public presentation if not to influence other people's opinions?

You want to persuade your audience to take action. Usually, that action implies engaging with a brand and/or its products and solutions.

However, the current tools available are not enough to truly tell a visual story.

At Stereolize, we understand this problem in depth. Presentations have always been one of our most relevant areas of expertise.

You might also think that **anything beyond the usual tools will have to be an expensive solution**, extremely hard to customize and design in order to obtain the desired results.

The desired result is to enable your presenter (CEO, CMO or whoever else will convey an important message) to **catch the audience attention at all times**, in a way that will ensure that the powerful message is clearly understood and, as we mentioned already, will drive your public to take action in a positive way.

This is why our approach is always visual storytelling, understanding the stakes at hand. Let us explain more in detail why and how.





The core concept of transforming a presentation from something boring, predictive and flat to something exciting, compelling, crystal clear for the audience, is not a new idea as such. Of course, the more relevance your message has, the better. That is for sure.

However, you obtain the desired level of engagement with the audience by **mastering the art of storytelling**. In a presentation, this art and technique has to be visual. All the elements inside a presentation must harmonically work together to accompany the public from act to act inside-your story.

It is very important to understand that the real hero in this story is not your company, your presenter, it's your audience.

Any product, brand and solution are to be considered the guide that will take our heroes from the current status quo to a better place.

If the challenge is accepted and the action is taken, they will be more profitable in their business, perform better, leverage inside knowledge, grow in a sustainable manner, you name it, by associating with the right partner: your company.

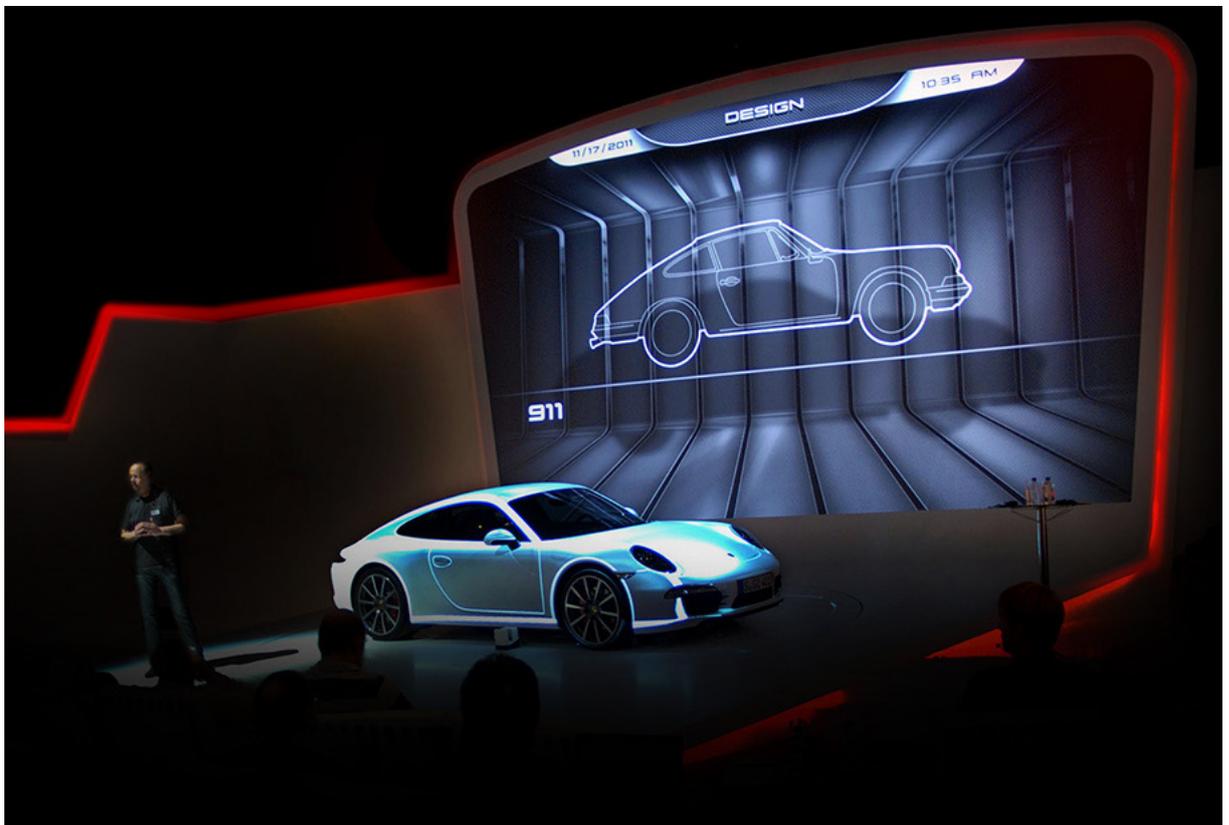
This is our approach to presentations. We work tightly with our clients to define how to stimulate desire in their target audience and create a story outline that will suit that journey. **And we do it in the best possible visual way.**

Examples of visual Storytelling in compelling presentations

There are very different ways to achieve this goal. Be aware that none of them are simple.

In this document, you will not find the "hack" to the perfect presentation. But we will provide you with some examples to explain our approach. **This will hopefully lead you to want to explore further.** Also, to talk with us about your current challenges.

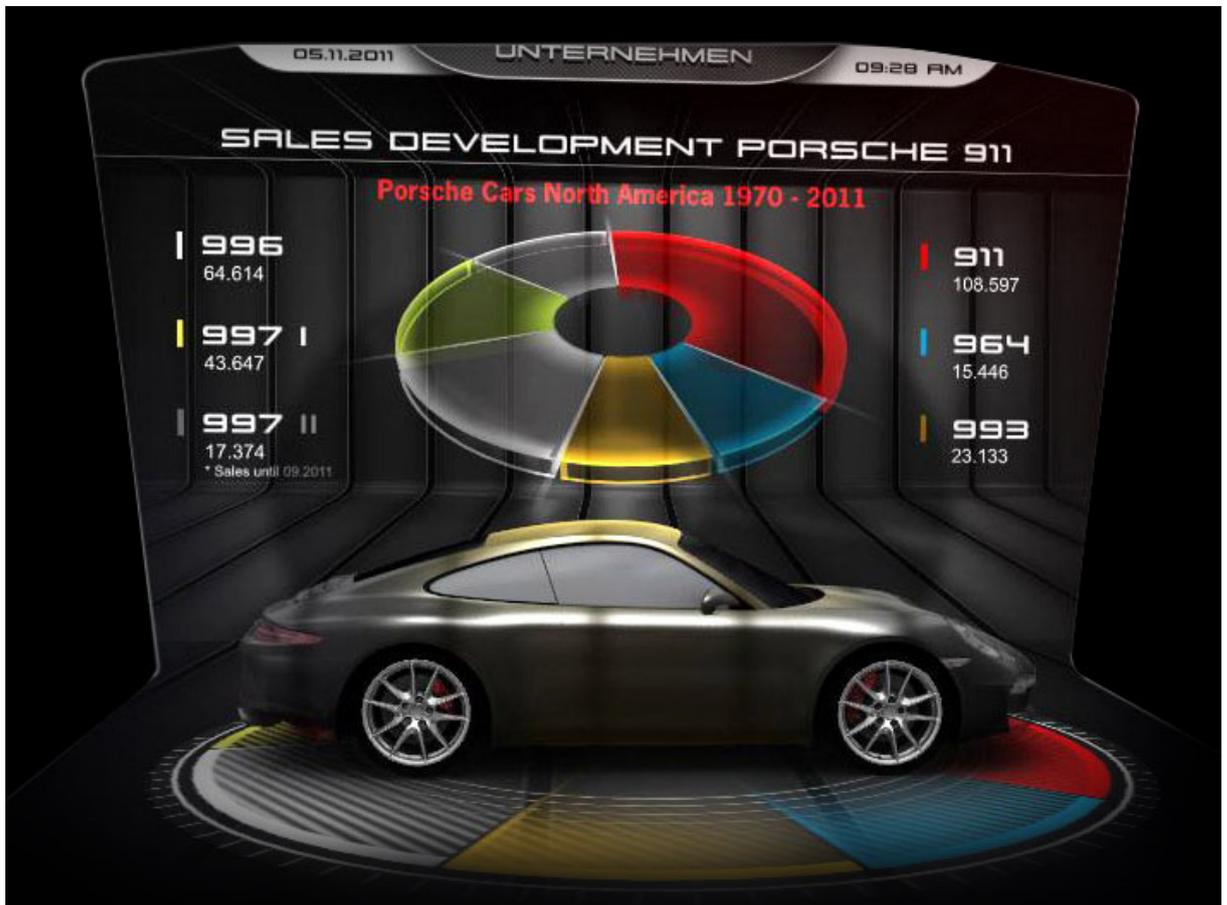
If that would not be the case, at least, we hope you will ask yourself the right questions before starting on a new presentation for your brand.



911 Carrera S Press Launch Porsche AG

Santa Maria, USA

We all know Porsche as being one of the very best at designing some of the most iconic high-end vehicles in the world. In this case, the challenge might have seemed relatively simple, as it involved launching a new car. The problem was that this one was not just another new model to introduce in the market.





The Porsche Carrera 911 S was the evolution of one of the most iconic vehicles by the German manufacturer.

We faced two challenges: making the presentation memorable and explaining why this conceptual "upgrade" was so revolutionary. Because this new car was really something else, improving a model that nobody would have expected to be improvable.

So, who is the hero of our story? Well, by default, the American press that attended the event. Our heroes could not just leave the premises

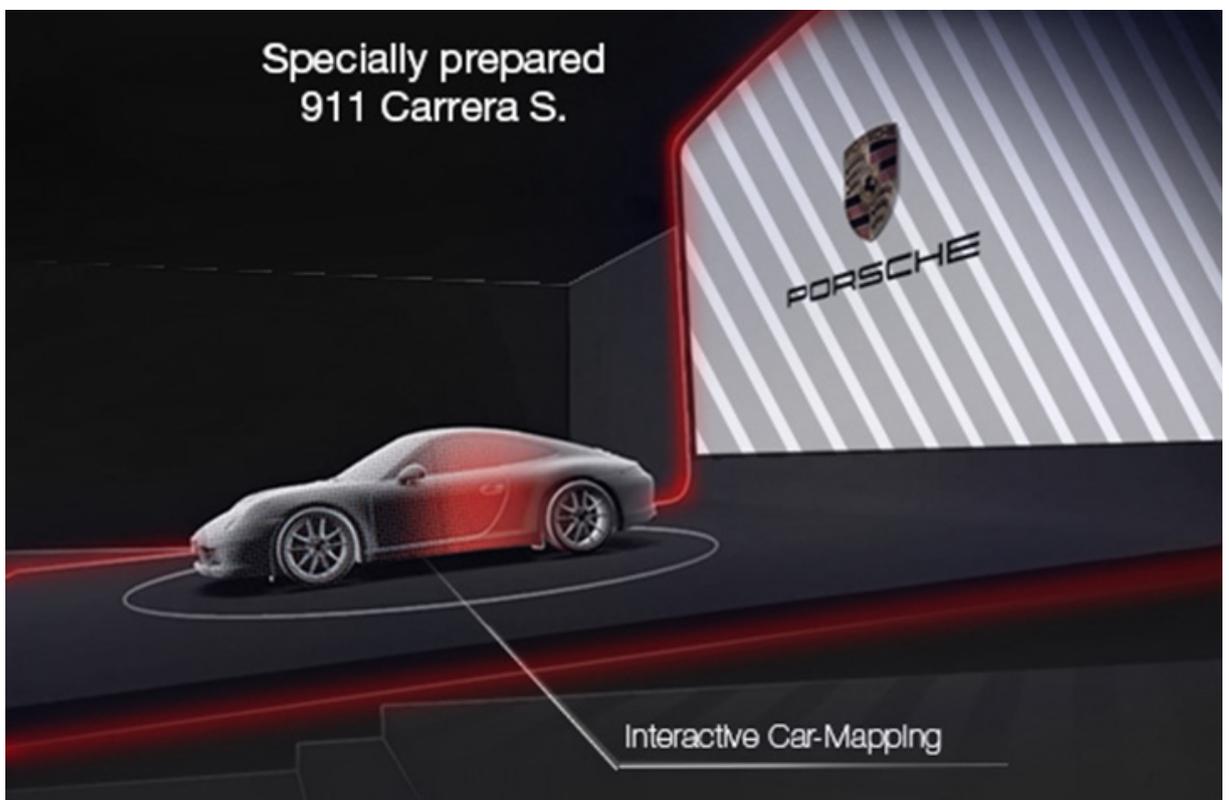
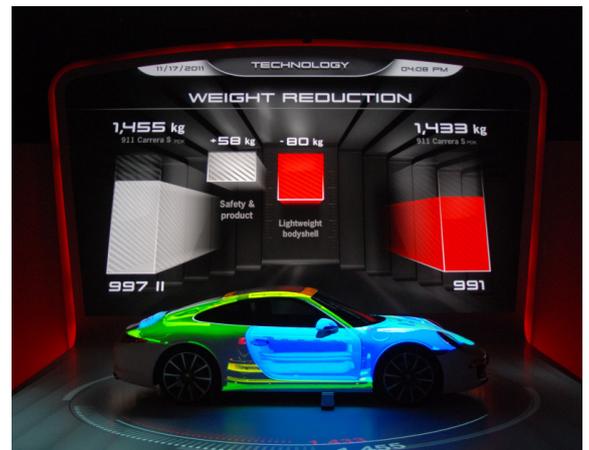
with a couple of details and some nice pictures of the car. They needed more.

They needed Porsche to explain a visual way where the revolution had taken place. Therefore, we had to facilitate our journalists' job by feeding them with the information they needed for their work.

And we had to do it visually. A slide by slide approach was not enough.

There was also another hero involved, but not directly. If we were able to put together the perfect visual story to journalists, the market (their readers and viewers) would also understand why this launch was so important.

How did we solve our client's problem? Of course, we decided to do it the way we are used to: by adding interactivity to the recipe. But interactivity can only work if you use it as a tool to enrich your visual storytelling. We took the existing set up, which consisted of a rotating platform with a giant screen on the background.





Our storyline was clear. We wanted the car in the middle of the stage and allow the presenter to go through the changes in the new model by using lights and real-time graphics mapped on the vehicle to enhance the parts that had been transformed.



The presenter would activate these projections with gestures, and this will trigger content on the backscreen adding relevant information to whatever was explained.

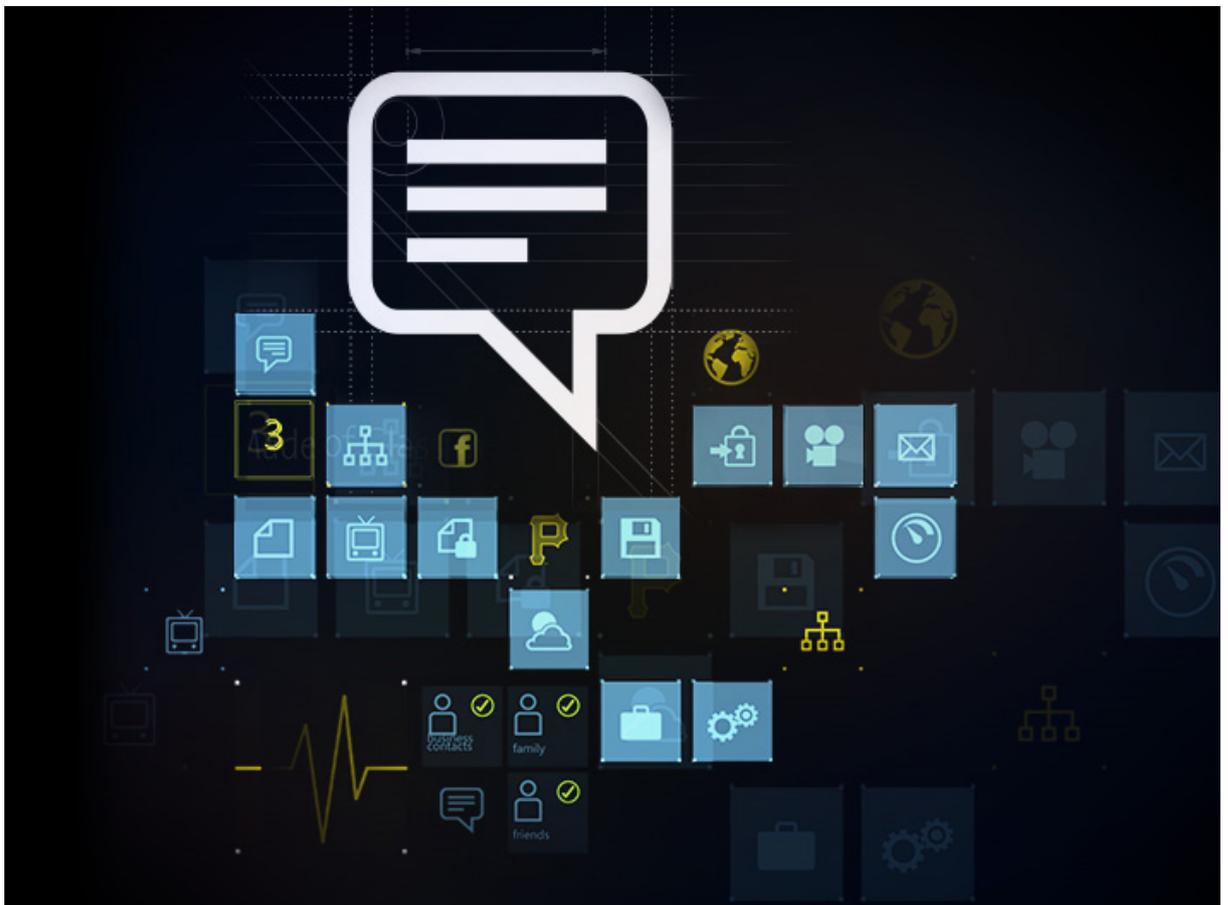
It was clever because it told the right story to the right audience in a way that we can really define as memorable.



ONE Wireless launch at CTIA Corning Inc.

Las Vegas, USA

The Corning ONE Wireless Platform is a lot of things together. It is an infrastructure, it's products, it's a service. We are talking about an advanced broadband network solution that combines the power of an optical fiber converged cellular and Wi-Fi system for both enterprises and wireless operator.



ONE Wireless was to be presented first at an event in Las Vegas, during CTIA. Corning used a well-known joint in town, called The Act.

The problem Corning faced was related to simplifying their story in a way that information, visuals and concepts could be combined in a way that was iconic enough for the audience to understand the benefits of such an advanced solution to their business infrastructure.

We also faced some other more practical challenges.

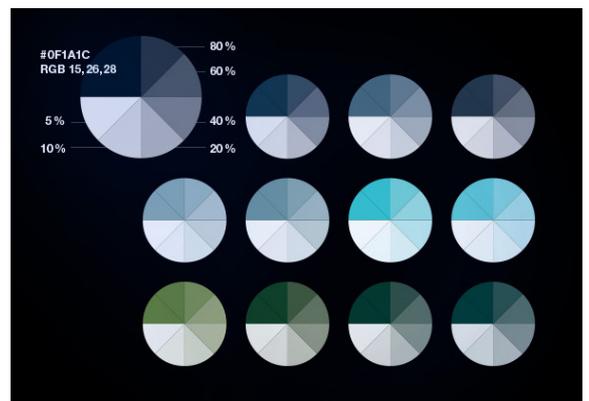
Corning had more than one speaker and deal with the limitations that a space such as this theater would entangle, such as a square screen in the background, just to mention one of them.

However, at Stereolize, we decided that the audience had to, first of all, get acquainted with the presenters to create a feeling of proximity. Also, we saw that the best way to tell this story would be to show products in a proper solution environment.



Finally, as the amount of information could have become overwhelming for the audience and the presenters, we decided that, in this case, interactivity would be used to simplify and optimize what was going to be displayed.

The final result was a story that fulfilled our goals and solved our concerns.



If you know Corning, you will also know that they manufacture some of the most sophisticated industrial glasses in the world. This glass is used, for example, in a broad number of smartphones in the market.

It is so well designed that it can also be used to become a touchable interface to create a holographic experience.



What would the goal of a holographic experience be in such a scenario? Well, it would answer the question of how to simplify the structure of our visual story.

We used the well-known Gorilla glass by Corning to create a holographic panel that would allow touch functionalities for each presenter to run their part of the presentation.

In connection with the backscreen, you could easily separate the different elements of the story in the back and front part.

For instance, you could see some of the physical products on the holographic panel, while the presenter would call from it the iconic part of the story that would be triggered to the main screen in the back.

As for the familiarity with the presenters, both screens would provide information about each one of them before and during their intervention.



B2B Kick-Off Event Telefonica Deutschland

Düsseldorf, Germany

Imagine that you want to organize an event in which your goal is to stimulate your team's company culture, celebrate the results of a long year of activities, and at the same time, offer relevant information to the staff about the company's goals and aspirations.



The problem you might face is that, when time comes for a presentation, that whole feeling of high spirit that you strived to boost could be blown away by an endless series of slides.

Telefonica wanted to avoid that by all means. The heroes in this event were the employees invited to attend in the B2B division. The Kick-Off included entertainment, awards and other activities to make sure participants would spend an enjoyable evening with their peers and company. No presentation should have broken the spell.

When we were asked to produce the event, Telefonica commissioned the whole thing. So, we had to make sure that the more informative part would easily integrate with the show.

And the presentations were treated as entertainment pieces that would easily combine without breaking the rhythm of the evening.

We also added interactive functionalities, like sensors that would allow any of the presenters to interact with the content they were supposed to introduce the team. We focused on the main slogan "Fight for Unite" to make sure that all the presentations would aim to the same goal: create a feeling of pride and belonging to the cause that brought Telefonica to organize the event.

This approach simply worked marvels with live performances, multimedia assets, and the more entertaining part.



A different approach

In this document, we talked about our work and the way we take visual storytelling to the next level.

You might point out that these examples apply to three very large corporations. You will probably believe that this is only achievable with a very important investment. And that these presentations cannot be easily implemented but in very specific occasions. Or your company might not be as large as Porsche, Corning, and Telefonica.

If you believe that, you are not considering the whole picture. Our presentation style is more than just adding expensive infrastructure and time-consuming real-time graphics.

Our goal is to understand what the story to be told is, for whom and with the right resources.

Stereolize's most spectacular presentations are the sum of many elements that played in our clients and our own favor, for sure. But, again, the challenge is represented by a brand wanting to connect with an audience in a meaningful way, with the right investment in resources.



Presentations, more presentations...

In general, your company has to create deliverables for presentations almost on a daily basis. It does not matter if it is a keynote from the CEO, an Investors Relation meeting, a sales pitch, a marketing event.

It is not about focusing on just one of them.
It is about consolidating the way your brand conveys the right message to the right audience every time it is required.

This is why we leveraged our experience and decided to develop a different type of solution. We wanted to offer a tool that could deliver an outcome much more sophisticated than a PowerPoint presentation. **We call it Easy Pres.**

Easy Pres is a template-based solution that allows any brand to create presentations with a consistent look and feel, capable of showing real **3D animations**, stunning videos and pictures. It also allows to generate compelling **animated text effects**.

Because of the technology involved, it will require a higher investment on the client side than Keynote, PowerPoint or Prezi. But this is something that will take your brand to the next level in a way that you can amortize with tangible results, as it will boost awareness, audience satisfaction, and, if you are willing to play with visual storytelling, even have an impact on your business and revenue.



How about your presentations?

At Stereolize, we would like to know you and your branding needs. We combine design, technology and content in truly compelling way. **And we have done this for over 20 years.**

We do understand you are busy and might not yet be convinced that this is the right time to discuss with us about your presentations.

In order not to intrude anymore, we leave it up to you. If you want to talk to us about how to take your presentations to the next level, we are going to make it easy for you.

Simply click here and you will access our Website. You will find a simple form to fill in which you can tell us when and how to reach you at any time.

The screenshot shows the Stereolize website layout. At the top, there's a navigation bar with the Stereolize logo and a 'PRESENTATIONS' menu item. The main content area features a large image of a futuristic car on a stage with the word 'Revolutionary' overlaid. Below this is a headline 'Give your audience the best presentation ever!' and a sub-headline 'We take your message and turn it into experiences.' Three columns of service offerings are listed: 'Presentation', 'Application', and 'Immersion', each with a small image and a brief description. A large video player is embedded in the center, with a play button and the text 'stereolize in 100 sec.'. Below the video is a 'special solutions taskforce' section with a descriptive paragraph. At the bottom, there are four statistics: '738 PRESENTATIONS', '222 EVENTS', '92 PAPER', and '67 PRESS CONFERENCE & PRODUCT LAUNCHES'. A contact form is located at the bottom of the page, with the heading 'Let's start something new. Say Hello!' and fields for Name, Company Name, Your Email Address, and Message, followed by a 'Send' button. The footer contains the company name 'stereolize GmbH', address 'Isarwinkel 10 | 81379 München | Germany', phone number '+49 89 520 567-0', website 'www.stereolize.com', and social media icons for LinkedIn, Facebook, and Twitter.

Who we are

Stereolize has been devoted to **visual storytelling** for over 20 years, now. We are proud to gather an international team of professionals with one goal: **creating unique solutions that generate desire, engagement and knowledge.**

We cover three main areas of competencies: **branding and design, technological integration and content consulting.** We deliver high-end visual solutions to offer the best quality in terms of graphics and architecture.

Stereolize has enough know-how to work on software development, integration and prototyping, independent of the field of application. Finally, we are there from strategy to content creation.

In this scenario, we position ourselves at the very core of the diverse disciplines that are shaping today's communications. More than media, **we create interactive environments that generate immersive experiences for the audience.**

We have worked for some of most innovative companies in the world. All of them trusted us to take their brand awareness to the next level. For this reason, **it is our mission to turn messages into impactful experiences.**



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